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ACTION NOW...

TOTAL COMMUNITY DEVELOPMENT THRU CO-OP LEADERSHIP



SOUTH CAROLINA SHOWS THE WAY

U.S. DEPARTMENT OF AGRICULTURE .. RURAL ELECTRIFICATION ADMINISTRATION

U. S. DEPT. OF AGRICULTURE
NATIONAL RURAL ELECTRIFICATION ADMINISTRATION

JUN - 8 1977

CATALOGING - PREP.

The program described herein is a practical and effective way for REA borrowers to carry out community development. It represents a method for involving community leaders and community organizations in solving problems affecting the people. Community development of this type results in stronger and more viable rural communities. In turn, the future financial strength of REA borrowers is significantly increased. This pamphlet describes what is being done in South Carolina. It illustrates how other REA borrowers might make similar programs work in their own service areas. All borrowers and community leaders are urged to study it carefully and to adopt its principles for the benefit of their own communities and their own people.

DAVID A. HAMIL, *Administrator*
Rural Electrification Administration



Governor John C. West of South Carolina signs statement supporting the Stand Tall Commission throughout the State in a ceremony witnessed by Robert D. Bennett, General Manager, South Carolina Rural Electric Cooperative Association, Al Ballard, Director of Industrial and Community Development for the cooperatives, and Rep. Waddel Byrd, Chairman of the first Stand Tall Commission (formed in Marion County).

STAND Tall IS —

NEW HOPE FOR RURAL COMMUNITIES THROUGH CO-OP LEADERSHIP

The Stand Tall Commissions program is initiated, supported and carried out in South Carolina by Rural Electrification Administration borrowers. Sponsored by the South Carolina Electric Cooperative Association, Inc., and its 21 member co-ops, this *action* program is aimed toward community and industrial development in the State's rural areas.

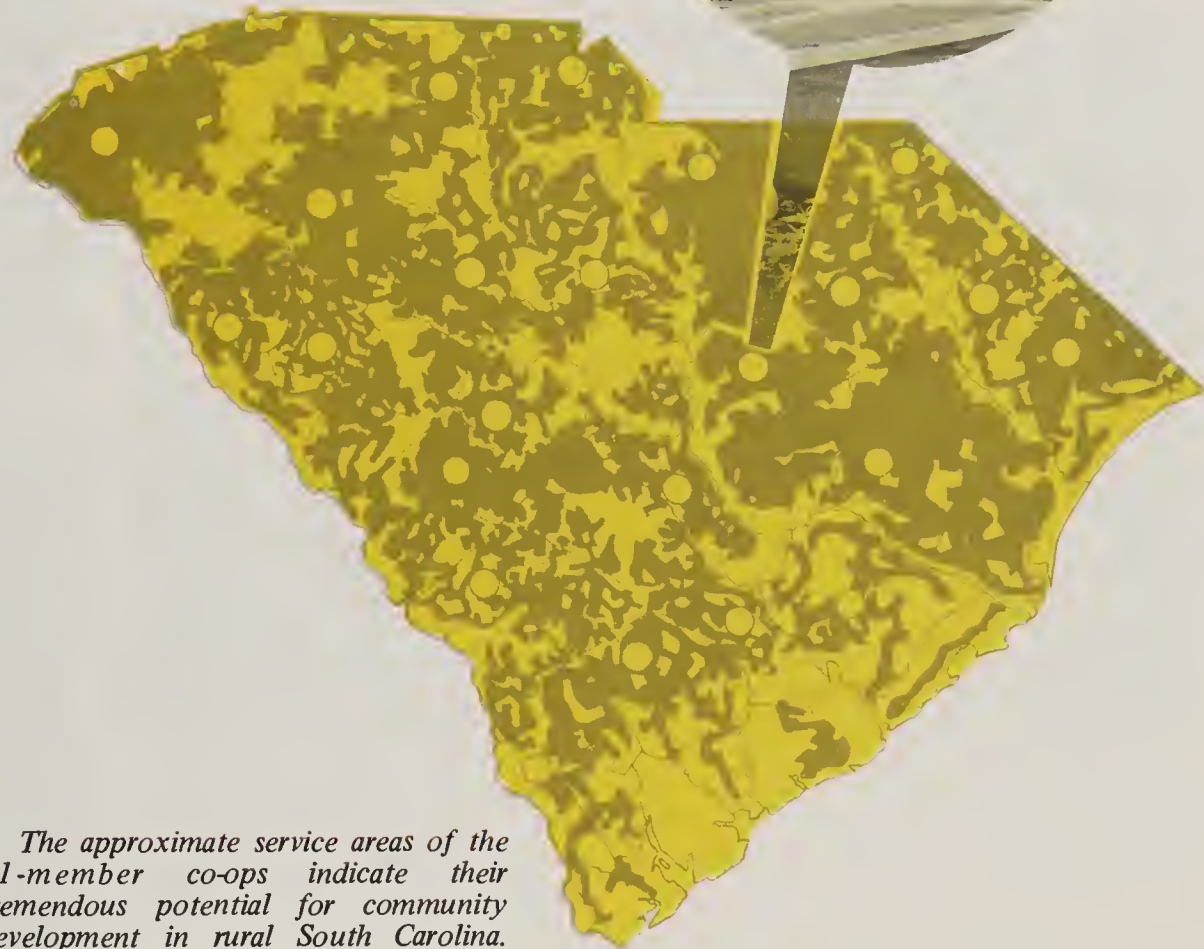
Wholeheartedly supported by Governor John C. West, STAND TALL involves the heart of each rural community—concerned people who care about their less fortunate neighbors. STAND TALL *involves* the underprivileged, giving them their first chance to take part in and to *benefit fully from* community and industrial planning and expansion.

STAND TALL is working to make South Carolina's rural areas irresistible industrial bases—offering housing, water and sewage, education, medical centers, better roads, job training, recreation and improved environment.

The South Carolina Rural Electric Cooperative, Inc., in metropolitan Columbia area, near State Capitol, provides Commission guidance and aid on the State level.



The approximate service areas of the 21-member co-ops indicate their tremendous potential for community development in rural South Carolina. New Stand Tall Commissions are being formed every day.



STAND **Tall** ESTABLISHES — —

WORKING COMMISSIONS FOR RURAL COMMUNITIES OR COUNTIES

STAND TALL selects the most able, and responsive citizens of each rural community for the STAND TALL COMMISSIONS. Then it presents these dynamic people with the challenge of their lives—the building of a better community through local effort.

A full-time development specialist from the local electric co-op staff is installed as the Chairman's adviser-assistant.

STAND TALL commissions are formed by enlisting active, dedicated people from every race, from every walk of life, and assigning them to sub-committees on each project. These people receive step-by-step guidelines and professional direction from the Statewide.

The ACTION is theirs—and progress reports to the Statewide are mandatory.

Special problems are referred to the electric cooperative. Each cooperative, and the South Carolina Electric Cooperative Association statewide organization is prepared to offer any assistance available through the Rural Electrification Administration and the Department of Agriculture.



Pee Dee Electric Co-op Inc., headquartered in Marion, sponsors three Stand Tall projects in its service area.

At Marion, a meeting chaired by the Pee Dee co-op district manager, hears representatives from almost every USDA agency discuss a stalled water project.





Enthusiasm and dedication do not recognize surroundings . . . The Cash Community Stand Tall Commission, sponsored by the Pee Dee Electric Cooperative, meets in this tavern, "Hill Top House."



Following "Hill Top House" Stand Tall meeting . . . Pee Dee co-op manager, member service director and home economist discuss Cash Community problems with Stand Tall State Director, REA representative from Washington, a former school superintendent, a parish minister, and the Cash Community Commission Chairman, proprietress of a local beauty shop.



"Hill Top House" meeting. Pee Dee co-op member service director displays completed survey for Cash Community Stand Tall projects.

STAND **Tall** ASSIGNS —

KEY RURAL ELECTRIC CO-OP MEN TO WORK AS LEADERS

South Carolina electric co-ops provide STAND TALL leadership, make surveys, help establish nonprofit industrial development corporations, and find assistance—technical, legal or financial—from local, State and Federal sources.



Lexington County Courthouse



In the air-conditioned kitchen-conference room of the Lexington County Courthouse, the Stand Tall Commission formed by the Mid-Carolina Electric Cooperative, hears from the local FHA representative that a site development loan for twenty-four new homes has been approved by his agency. . . .

Co-op managers and directors are natural community and industrial development leaders because they have experience and training in rural areas development. They have tools at their command to make STAND TALL commission projects succeed.

Co-op leadership channels power utilization and public relations activities toward commission projects because these programs fulfill the co-op basic objective—system strength and security through improved community conditions.

STAND **Tall** MEANS —

BRINGING THE COMMUNITY ALIVE THROUGH "ACTION NOW" PROGRAMS

STAND TALL combines many efforts toward a single goal. Because each project is outlined, duplication, waste motion, wheel-spinning are prevented. Communities, counties, regional groups work together—no committees “stumble over each other.”

STAND TALL schedules meetings at *regular* intervals, makes action reports mandatory, agendas relevant.

STAND TALL project areas are *studied, surveyed and developed* one at a time.

STAND TALL sets target dates for each phase of a project—and hits those targets.



Community concern characterizes every Commission conference. Time at STAND TALL meetings is spent only in finding ways to make the self-help program work better for the people it was created to assist.



STAND TALL *in* ACTION



Surveys such as this are taken throughout the state by volunteer Stand Tall Commission workers. Surveys show employment, training, skills, housing conditions and human needs.

Top priorities in Darlington County — modern fire and rescue protection . . . central water systems will also provide pure water.



Rural South Carolinians who have lived out their lives in homes like these . . .





... will find a better quality of life through Farmers Home Administration 502 loans for new homes like these. . . .



Cash Community Stand Tall members welcomed the action — rehabilitating abandoned elementary school for use as a day care center. More than 100 pre-schoolers await the Day Care Center opening. Mothers will be freed for jobs, technical, remedial or home-ec training.



Rural school building, Darlington County, will become job training center. Such abandoned rural schools, some damaged by vandalism and neglect, renewed by Stand Tall members will become day care centers, technical, remedial, and home educational training points for the rural poor and deprived.



Cooperation is the key . . .



Books will be useful . . .



Children help . . .



Cash Community driver education car. Driver education is an economic necessity among rural workers.



Pee Dee co-op right-of-way crew . . .

STAND **Tall** WORKS BY — — MAKING PEOPLE WANT TO WORK TOGETHER

STAND TALL commissions isolate a community's PRIORITY problem, and solve it by putting the most experienced people in their field to work on it *together*.

STAND.TALL touches the lives of every member of every community. No one is forgotten. No one is neglected.

As each project is completed, enhancing rural prosperity and providing new conveniences, new opportunities appear naturally—job training, better jobs, remedial education, a better quality of life.

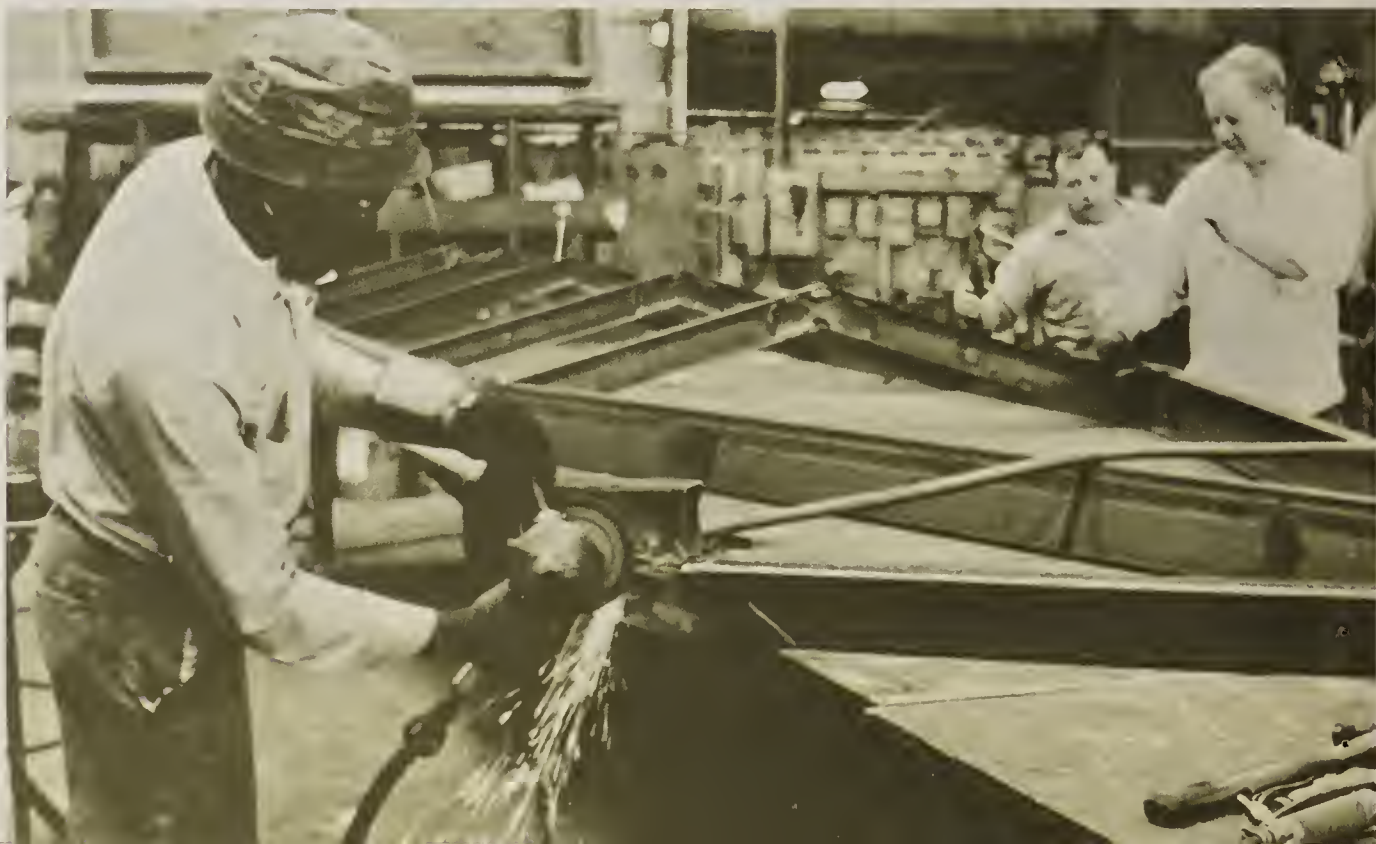
STAND TALL is a grassroots ACTION program—people working together for the betterment of all rural people without regard to race, creed or color.



A \$2 million plant such as this home office of the Pioneer Steel Company will be built in Gilbert, South Carolina, and served by a rural electric cooperative. The Stand Tall Commission raised \$50,000 locally, made labor surveys, secured plant site and will recruit labor for the new facility which will employ 100 local workers.



Clothing for children who had dropped out of school simply because they had no clothes to wear was collected by Stand Tall Commission workers. Donations came in response to advertising done by the Commission on radio, television and in newspapers.



STAND Tall PROVIDES —

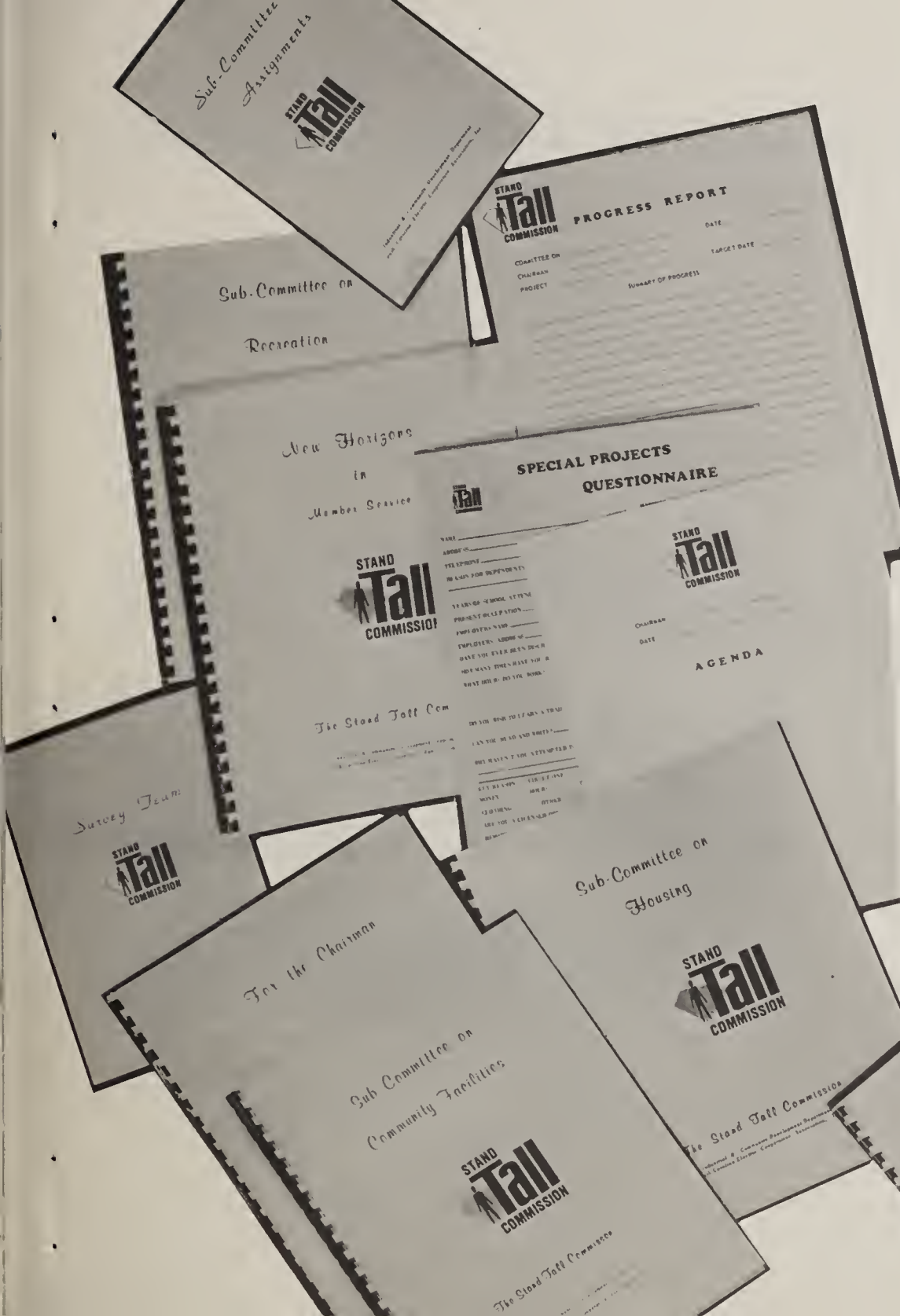
GUIDELINES FOR ACTION

The STAND TALL program leaves nothing to chance. Guidelines are provided for each commission member, for each step, each phase of each potential project.

STAND TALL presents a guide for commission chairmen, for subcommittees, for member service.

STAND TALL provides progress reports, survey forms, project guides, and suggests agenda for meetings. They promise and deliver every aid in coordinating county and community commissions with State and Federal assistance agencies.

STAND TALL was created to succeed. The people behind it have the know-how. Their programs show the way to total community development for all people—through action and cooperation.



STAND **Tall** DEMANDS — — ACTION NOW ON LOCAL, STATE AND NATIONAL LEVELS

The STAND TALL program is still new. Spurred by Al Ballard, director of industrial and community development for the South Carolina Electric Cooperative Association, Inc., STAND TALL has, among other accomplishments:

——Organized commissions in eight counties——and guided these groups into meaningful ACTION.

——Set as Darlington County's top priorities rural water and fire protection and acted to achieve them.

——Located for training, undereducated and underskilled in Chesterfield, Darlington, and Marion counties.

——Created a new grape-producing industry in Cash Community; started a housing program, a technical education program, acquired a recreational area, and are seeking small industry.

——Launched action for a \$100,000 recreation program for rural Marion County by pushing for needed legislation.

——Initiated job training for more than 150 people, utilizing abandoned school buildings.

——Completed all preliminary requirements for \$2,100,000 worth of rural water systems to serve 2,100 rural homes and establishments.

——Completed all preliminary requirements for a rural water system in Darlington County to serve 500 people in first phase.

——Undertaken housing programs for 140 homes in Lexington County and 30 homes in McCormick County. Filed 3 site development loan applications.

——Provided full time STAND TALL development specialists from each electric cooperative participating.

——Introduced a bill in the State legislature making school-use for job training more feasible.

——Raised local funds to help locate a 100-employee industry in a rural area. SBA loan pending.

STAND **Tall** IN SOUTH CAROLINA

Presents a Working Model for Nationwide Action
Community Development Programs

The civic-spirited leadership of the South Carolina Electric Cooperative Association, Inc., is applauded for its STAND TALL commissions program.

More importantly, all rural electric and telephone systems are urged to investigate this program—and bring it home to work for you.

No magic is involved. Money can't make this program work—only people can—PEOPLE WHO CARE.



Dr. Henry Taylor, Civil Rights Coordinator of REA; John Barringer, Community Development, REA; and Joseph R. Hanson, Assistant Deputy Administrator for Community Programs, FHA, study ways to move Stand Tall Commission programs forward on the national level.



Robert D. Bennett, General Manager of the South Carolina Rural Electric Cooperative Association, explains to Dr. Henry Taylor, Civil Rights Coordinator, REA, the problems of the Commissions, the aid possible, and the resources available to community development programs through the Statewide organization.

We urge you to encourage, inspire and sponsor community ACTION programs in your service area now. Community development programs can't guarantee industrial or business growth. They can't warrant an end to outmigration of valuable rural young. But there will be no growth, no expansion, no jobs or homes for rural youth unless ACTION is taken—now. Only such total community growth will keep our co-ops strong and financially secure.

It's never too early to begin. All you can do is win.



Hope for a better tomorrow....

begins only with ACTION today

